

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-18. (cancelled)

19. (new)      A method of sharing information in an instant messaging environment, comprising the computer-implemented steps of:

- providing an instant messaging interface for a first instant messaging application and a second instant messaging application; said instant messaging interface including:
  - a first region in which all content within the region is automatically shared in substantially real-time, and
  - a second region in which content is not automatically shared;
- storing data that indicates a portion of content from the first instant messaging application that is to be shared in substantially real-time;
- receiving input from a user of the first instant messaging application that selects a portion of content displayed within the second region of the instant messaging interface of the first instant messaging application;
- in response to the input, performing an update to the stored data based on the selected portion of content; and
- in response to the update to the stored data, causing the selected portion of content to be shared substantially in real-time in the second region of the instant messaging interface of a second instant messaging application.

20. (new)      The method of claim 19, wherein the step of storing data comprises storing data locally on the device running the first instant messaging application.

21. (new)      The method of claim 19, additionally comprising the step of:

displaying search results in the second region of the instant messaging interface of the first instant messaging application based on search information entered by a user of the first instant messaging application.

22. (new) The method of claim 21, wherein the step of receiving input from the user of the first instant messaging application that selects a portion of content displayed within the second region of the instant messaging interface of the first instant messaging application comprises receiving input from the user that selects all of the displayed search results.

23. (new) The method of claim 21, wherein the step of receiving input from the user of the first instant messaging application that selects a portion of content displayed within the second region of the instant messaging interface of the first instant messaging application comprises receiving input from the user that selects a portion of the displayed search results.

24. (new) The method of claim 21, wherein the step of storing data that indicates a portion of content that is to be shared comprises storing the search information entered by the user.

25. (new) The method of claim 19, additionally comprising the step of sending a notification from the first instant messaging application to the second instant messaging application that the stored data has been updated.

26. (new) The method of claim 19, wherein the step of storing data that indicates a portion of content that is to be shared in substantially real-time additionally comprises storing data that indicates online purchasing information related to the selected portion of content.

27. (new) The method of claim 19, wherein the content is a list of categories.

28. (new) The method of claim 19, additionally comprising the step of receiving from the user of the first instant messaging application a list of users permitted to share content, wherein the user of the second instant messaging application is in the list of users.

29. (new) The method of claim 19, additionally comprising the steps of:  
in response to the update to the stored data, causing the selected portion of content to be shared in substantially real-time in the second region of the instant messaging interface of a third instant messaging application.
30. (new) The method of claim 19, wherein the selected portion of content is first selected portion of content, and the stored data is first stored data, additionally comprising the steps of:  
storing second data that indicates a second portion of content that is to be shared in substantially real-time;  
receiving input from the user of the first instant messaging application that selects a second portion of content displayed within the second region of the instant messaging interface of the first instant messaging application;  
in response to the input, performing an update to the second stored data based on the second selected portion of content; and  
in response to the update to the second stored data, causing the second portion of content to be shared in substantially real-time in the second region of the instant messaging interface of a third instant messaging application;  
wherein the second portion of content is different from the first portion of content.
31. (new) An apparatus for sharing information in an instant messaging environment, comprising:  
means for providing an instant messaging interface for a first instant messaging application and a second instant messaging application; said instant messaging interface including:  
a first region in which all content within the region is automatically shared in substantially real-time, and  
a second region in which content is not automatically shared;  
means for storing data that indicates a portion of content from the first instant messaging application that is to be shared in substantially real-time;

means for receiving input from a user of the first instant messaging application that selects a portion of content displayed within the second region of the instant messaging interface of the first instant messaging application;  
in response to the input, means for performing an update to the stored data based on the selected portion of content; and  
in response to the update to the stored data, means for causing the selected portion of content to be shared substantially in real-time in the second region of the instant messaging interface of the second instant messaging application.

32. (new) The apparatus of claim 31, wherein the means for storing data comprises means for storing data locally on the device running the first instant messaging application.

33. (new) The apparatus of claim 31, additionally comprising:  
means for displaying search results in the second region of the instant messaging interface of the first instant messaging application based on search information entered by a user of the first instant messaging application.

34. (new) The apparatus of claim 33, wherein the means for storing data that indicates a portion content that is to be shared comprises means for storing the search information entered by the user.

35. (new) The apparatus of claim 31, wherein the means for storing data that indicates a portion of content that is to be shared in substantially real-time additionally comprises means for storing data that indicates online purchasing information related to the selected portion of content.

36. (new) The apparatus of claim 31, additionally comprising means for receiving from the user of the first instant messaging application a list of users permitted to share content, wherein the user of the second instant messaging application is in the list of users.

37. (new) The apparatus of claim 31, additionally comprising:

in response to the update to the stored data, means for causing the selected portion of content to be shared in substantially real-time in the second region of the instant messaging interface of a third instant messaging application.

38. (new) The apparatus of claim 31, wherein the selected portion of content is first selected portion of content, and the stored data is first stored data, additionally comprising:
- means for storing second data that indicates a second portion of content that is to be shared in substantially real-time;
  - means for receiving input from the user of the first instant messaging application that selects a second portion of content displayed within the second region of the instant messaging interface of the first instant messaging application;
  - in response to the input, means for performing an update to the second stored data based on the second selected portion of content; and
  - in response to the update to the second stored data, means for causing the second portion of content to be shared in substantially real-time in the second region of the instant messaging interface of a third instant messaging application;
- wherein the second selected portion of content is different from first selected portion of content.

39. (new) A computer readable medium comprising one or more sequences of instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:
- providing an instant messaging interface for a first instant messaging application and a second instant messaging application; said instant messaging interface including:
    - a first region in which all content within the region is automatically shared in substantially real-time, and
    - a second region in which content is not automatically shared;
  - storing data that indicates a portion of content that is to be shared in substantially real-time;

receiving input from a user of the first instant messaging application that selects a portion of content displayed within the second region of the instant messaging interface of the first instant messaging application;  
in response to the input, performing an update to the stored data based on the selected portion of content; and  
in response to the update to the stored data, causing the selected portion of content to be shared substantially in real-time in the second region of the instant messaging interface of the second instant messaging application.

40. (new) The medium of claim 39, additionally comprising one or more sequences of instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:

displaying search results in the second region of the instant messaging interface of the first instant messaging application based on search information entered by a user of the first instant messaging application.

41. (new) The medium of claim 39, additionally comprising one or more sequences of instructions which, when executed by one or more processors, cause the one or more processors to perform the step of:

in response to the update to the stored data, causing the selected portion of content to be shared in substantially real-time in the second region of the instant messaging interface of a third instant messaging application.